

Fig. 1

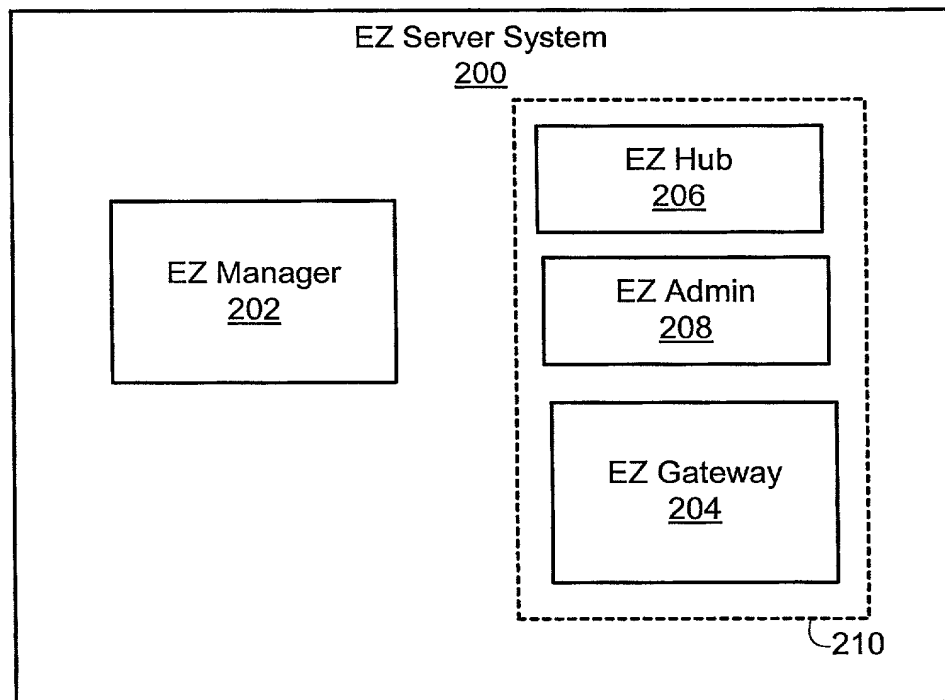


Fig. 2

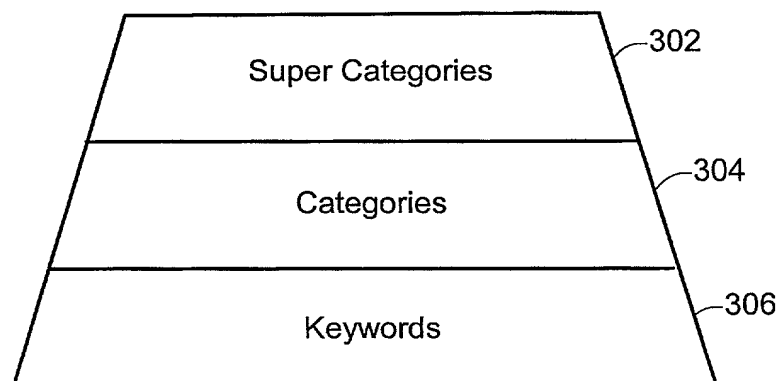


Fig. 3

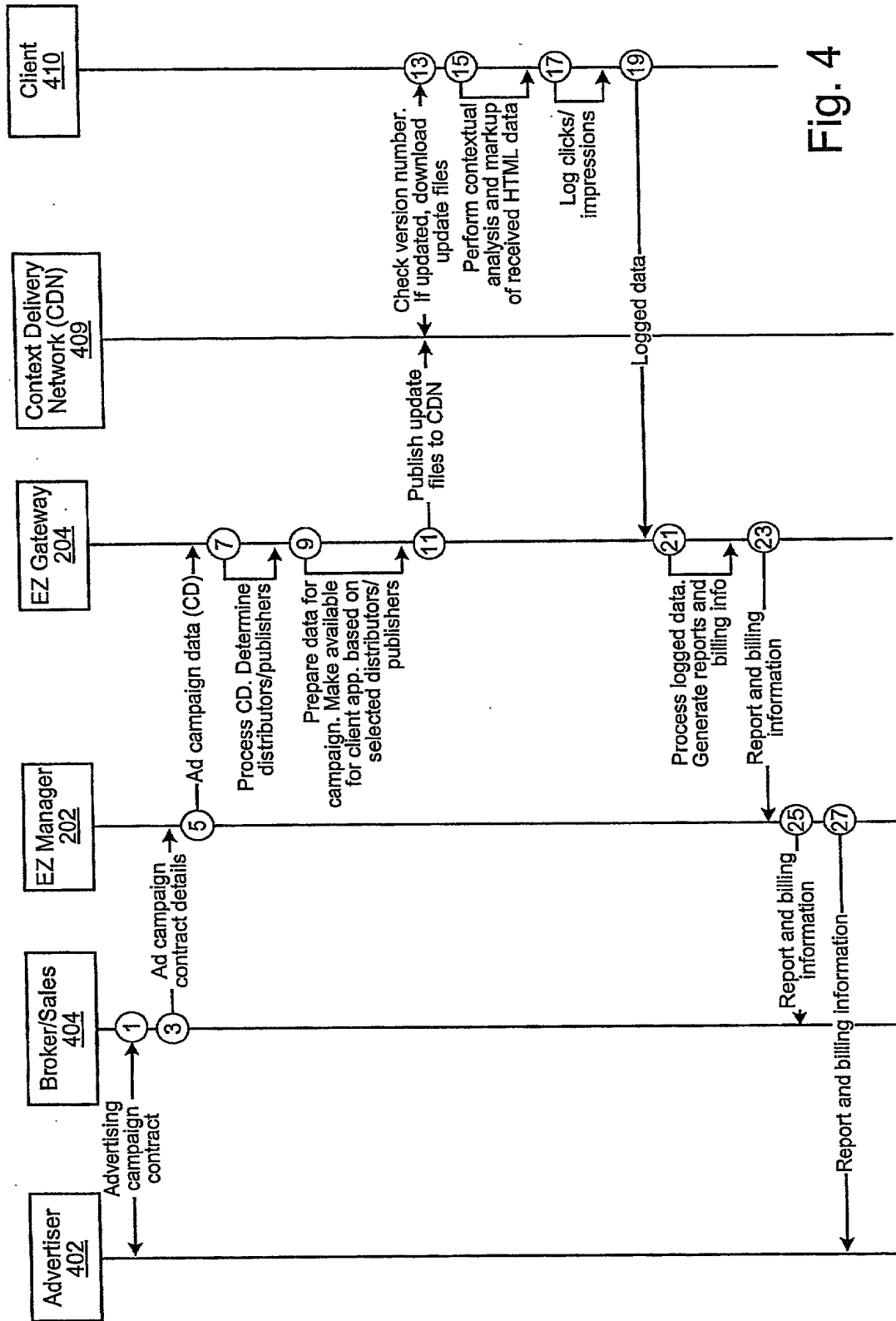


Fig. 4

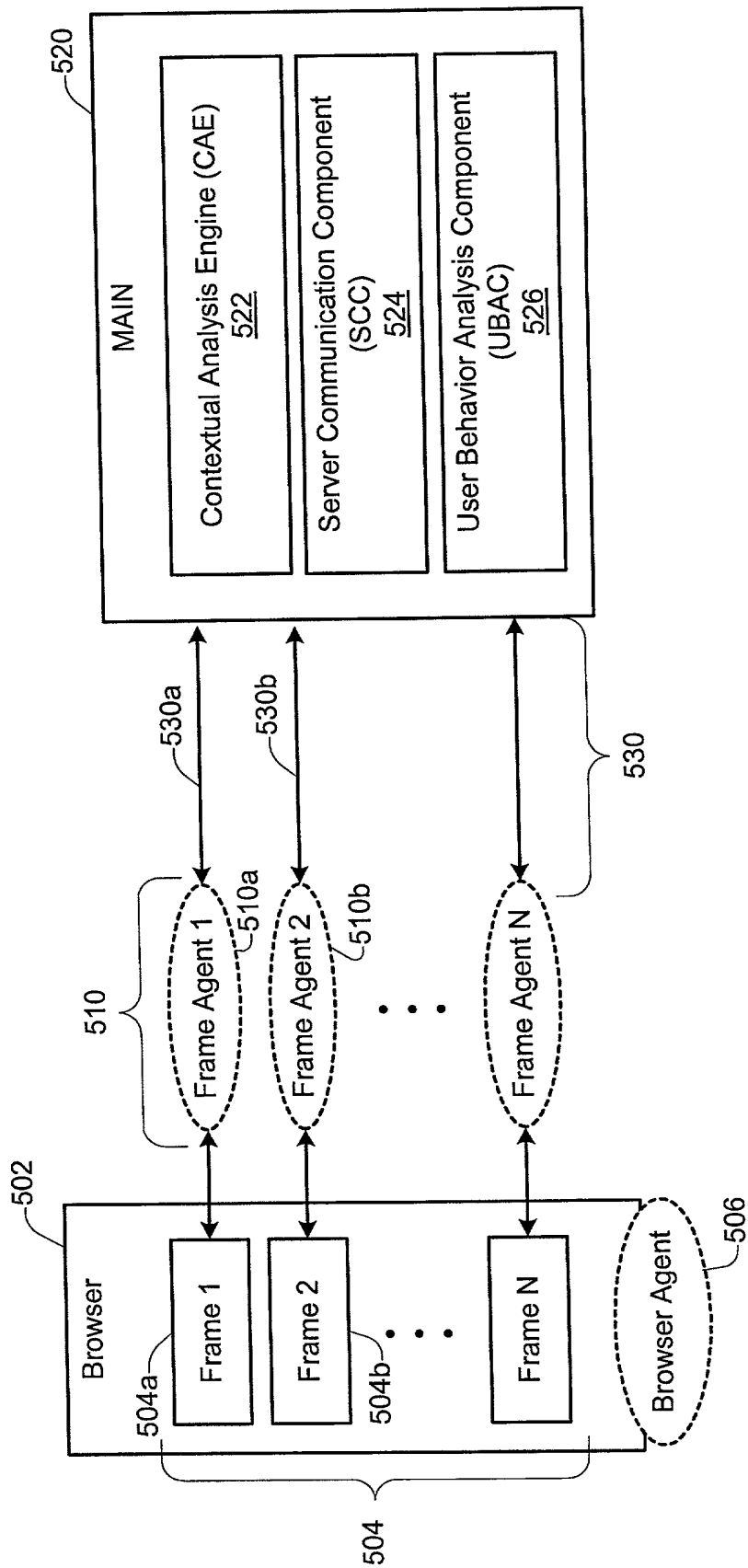


Fig. 5A

500

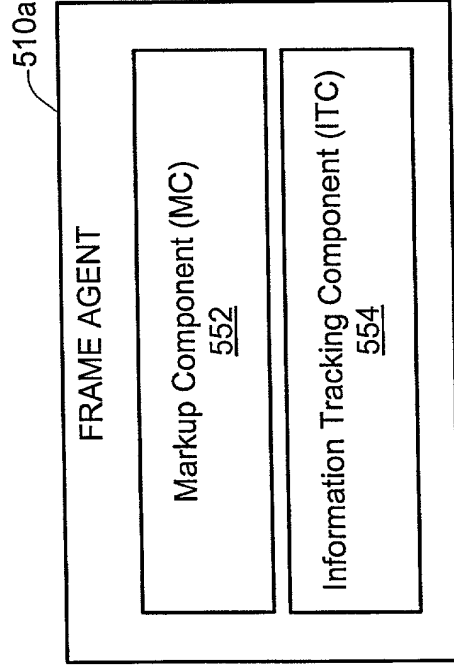


Fig. 5B

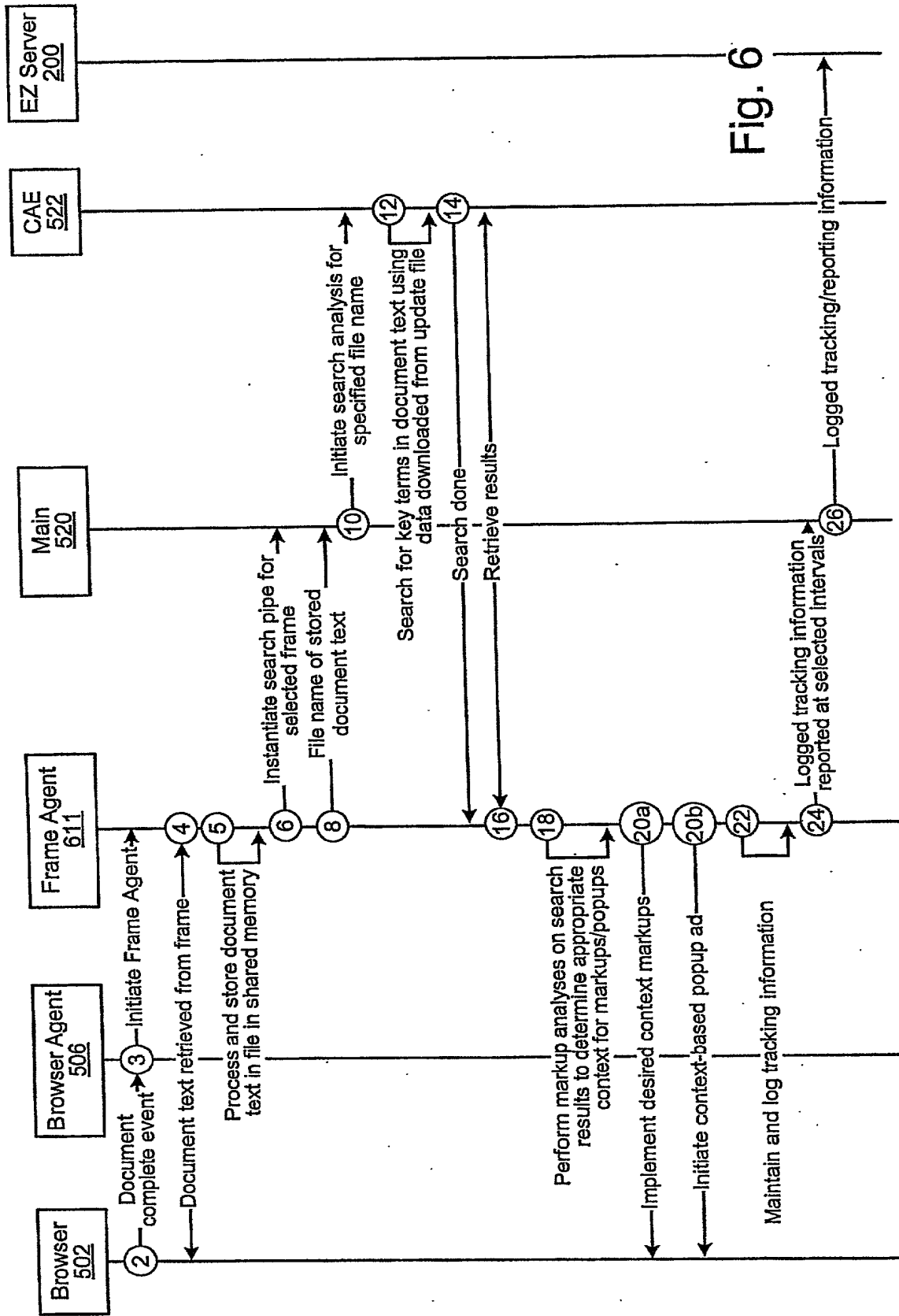


Fig. 6

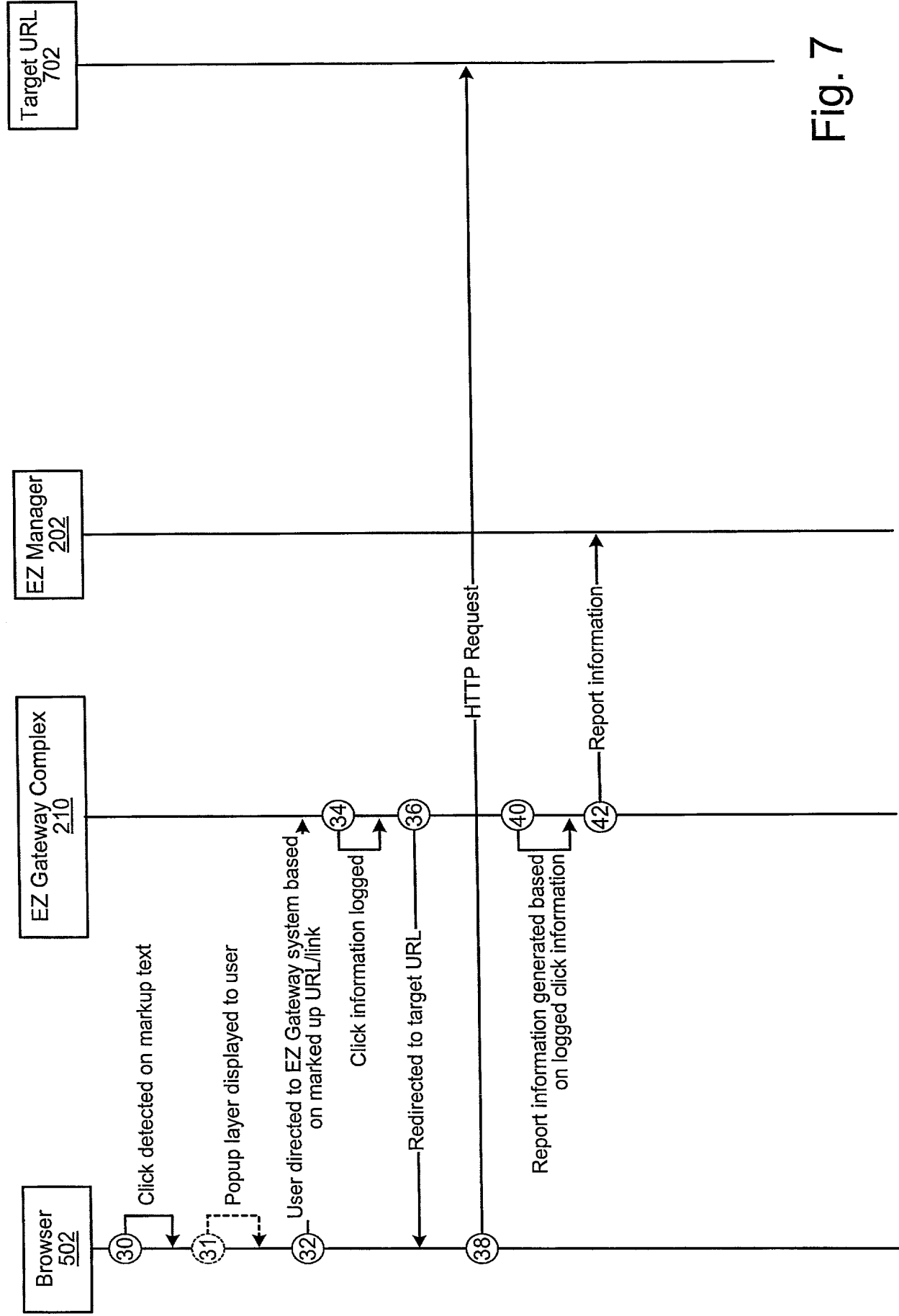


Fig. 7

Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator
802	804	806	808	812	814	816

Fig. 8

800

Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID
902	904	906	908	912	914	916	918

Fig. 9A

900

Site ID	Site Name	Group ID
1002	1004	1006

Fig. 10

1000

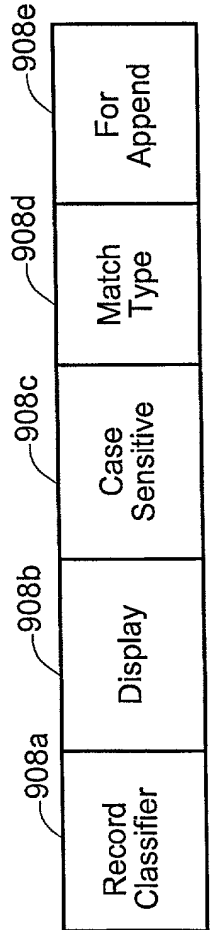


Fig. 9B

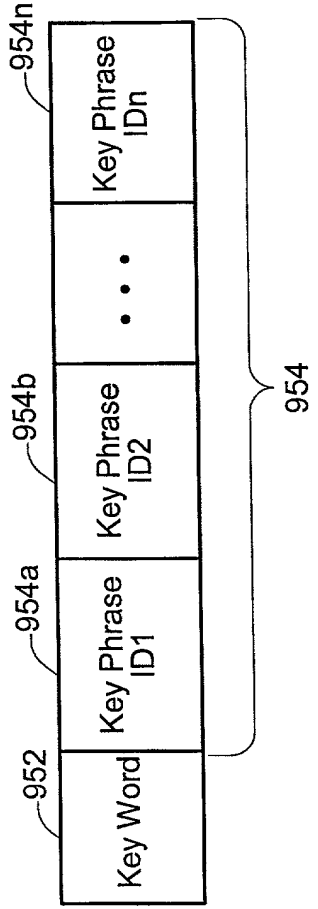


Fig. 9C

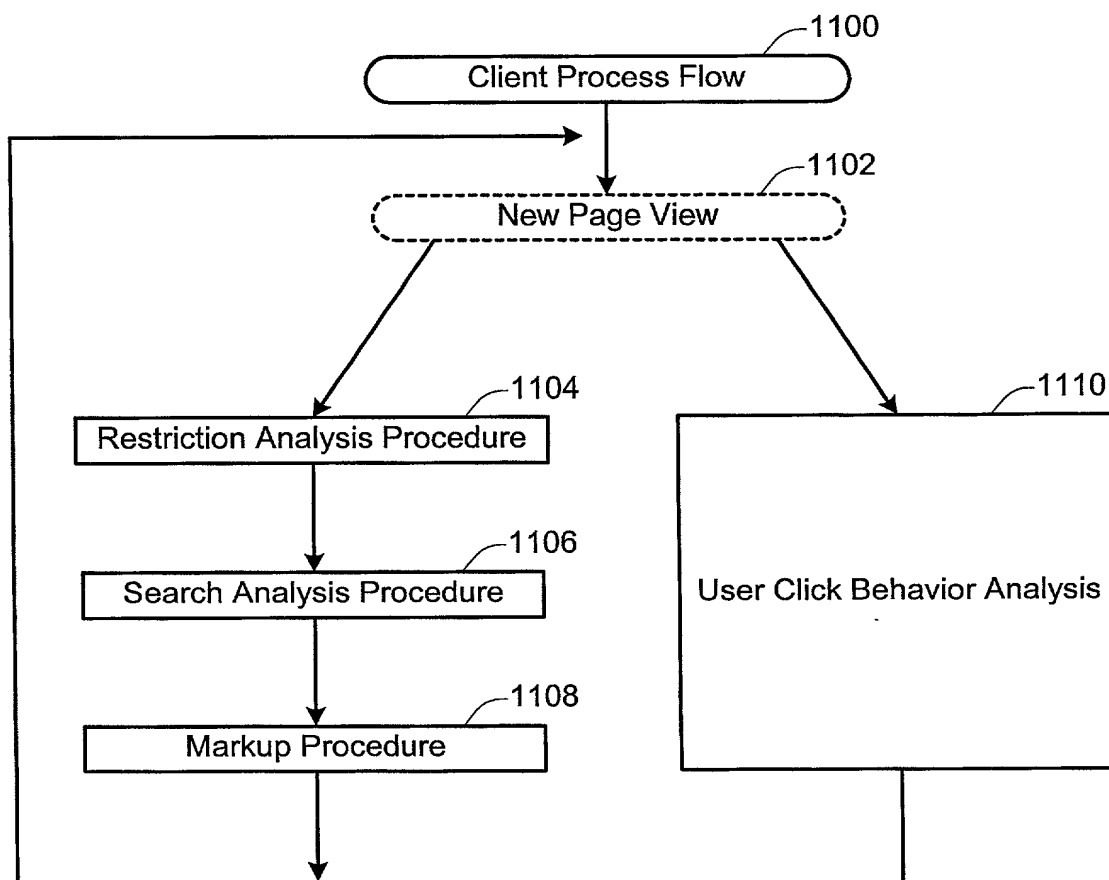


Fig. 11

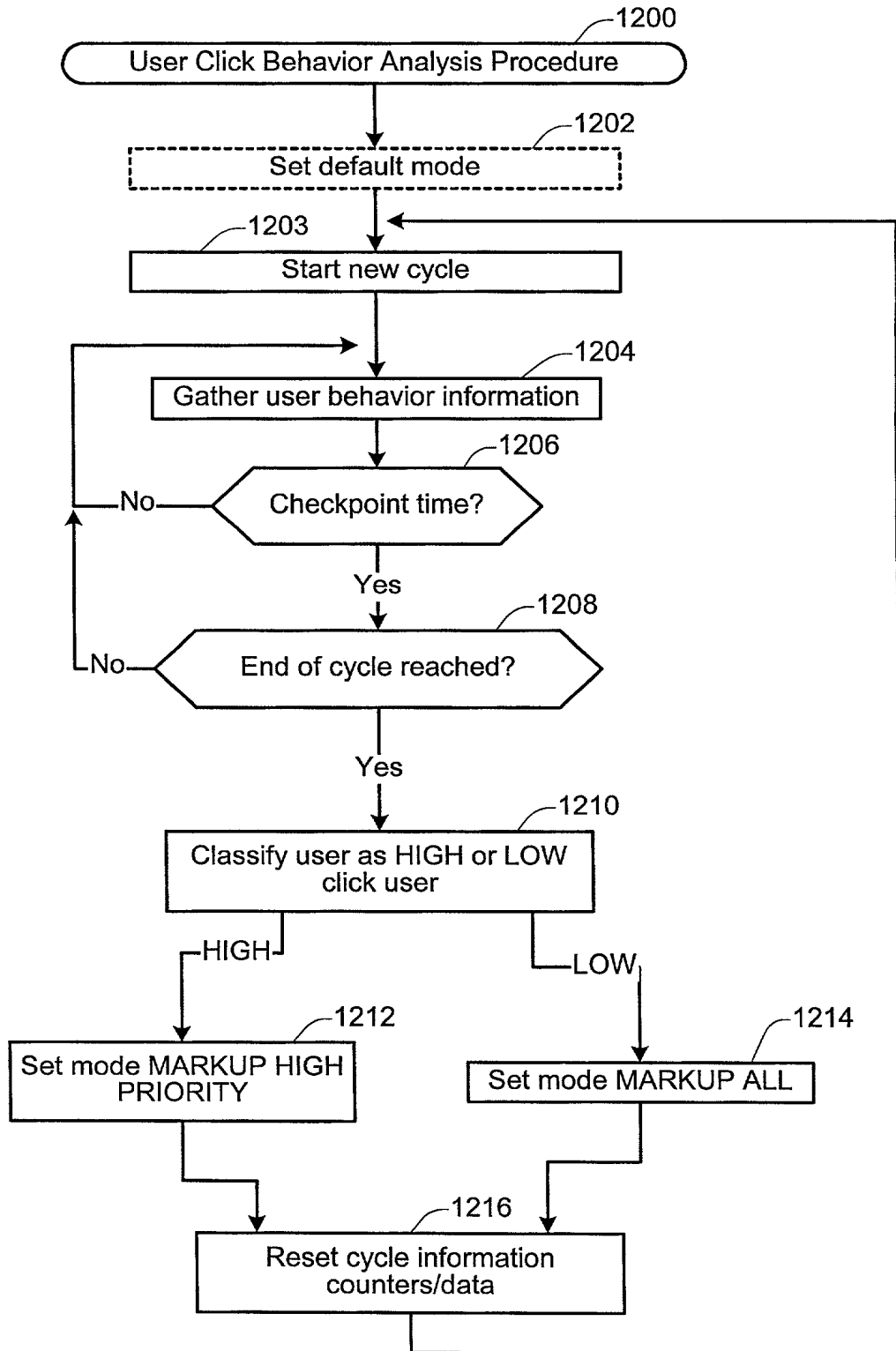


Fig. 12

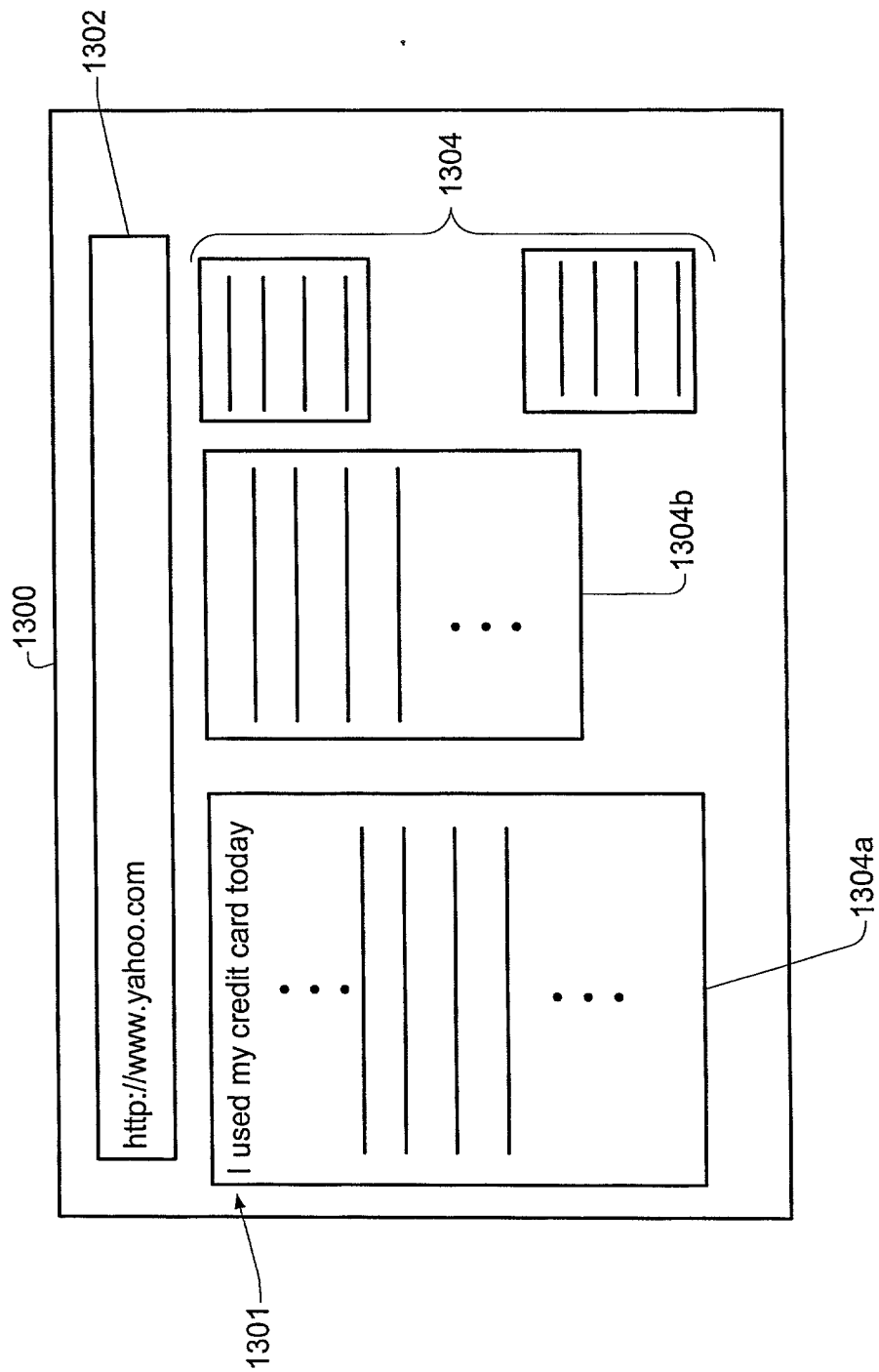


Fig. 13

credit	4000	4002	4005
--------	------	------	------

1402

1404

1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	1442
4002	Exact	"credit check"	100		9000	1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	1446

1440 Fig. 14B

5001	www.yahoo.com	2	1462
5002	www.cnn.com	0	1464

Fig. 14C

1460

9000	5002	-	1480
------	------	---	------

Fig. 14D

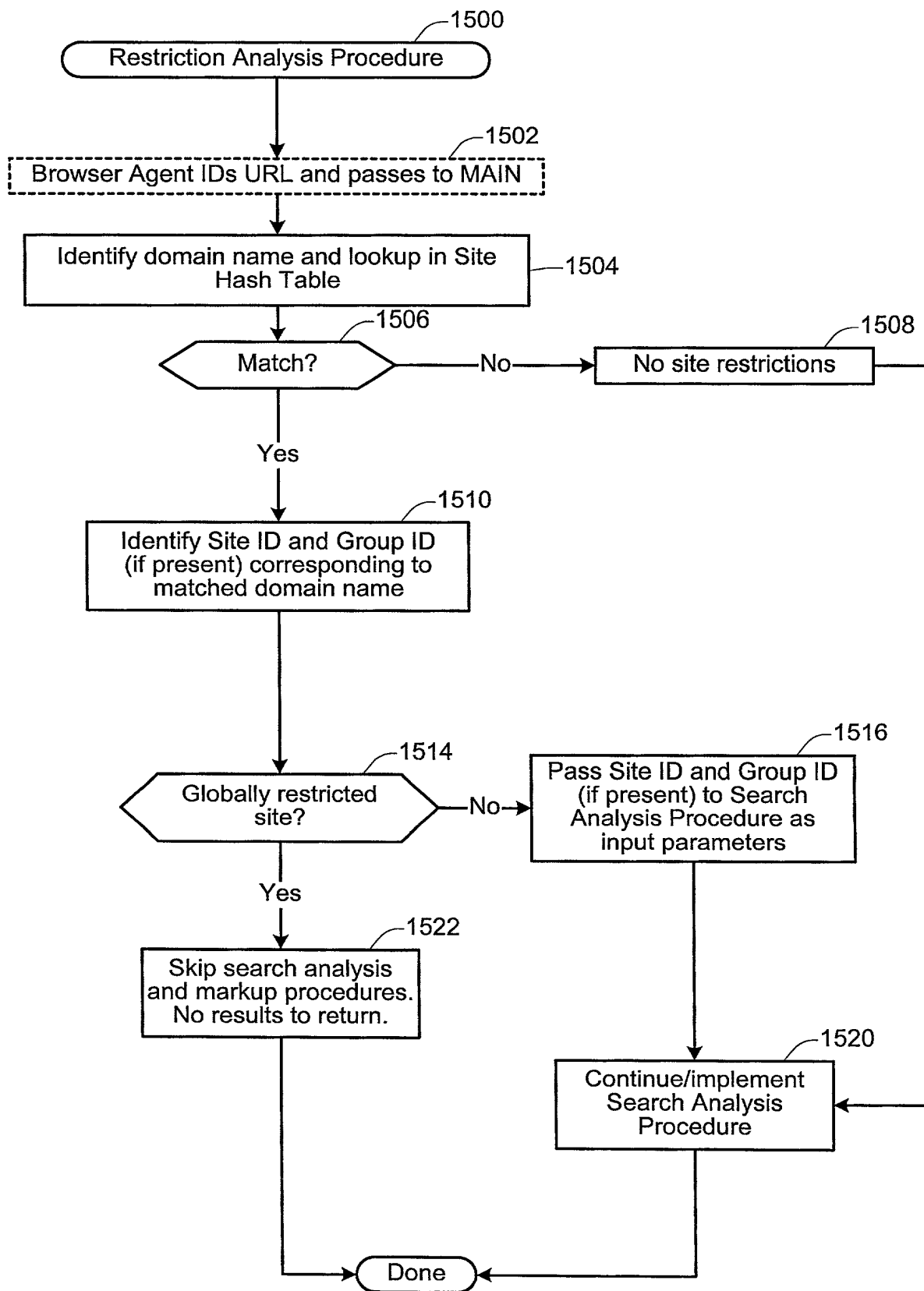


Fig. 15

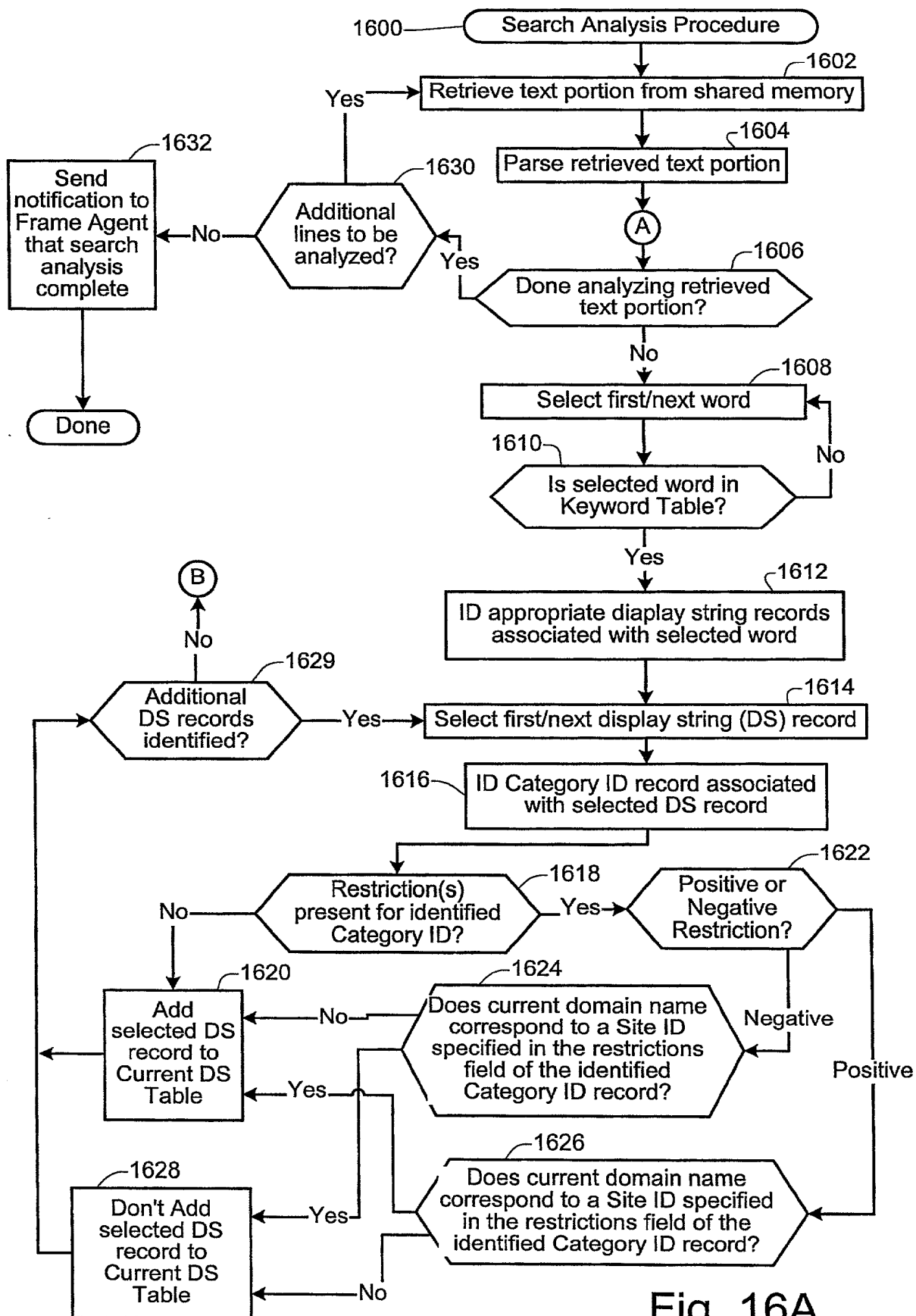


Fig. 16A

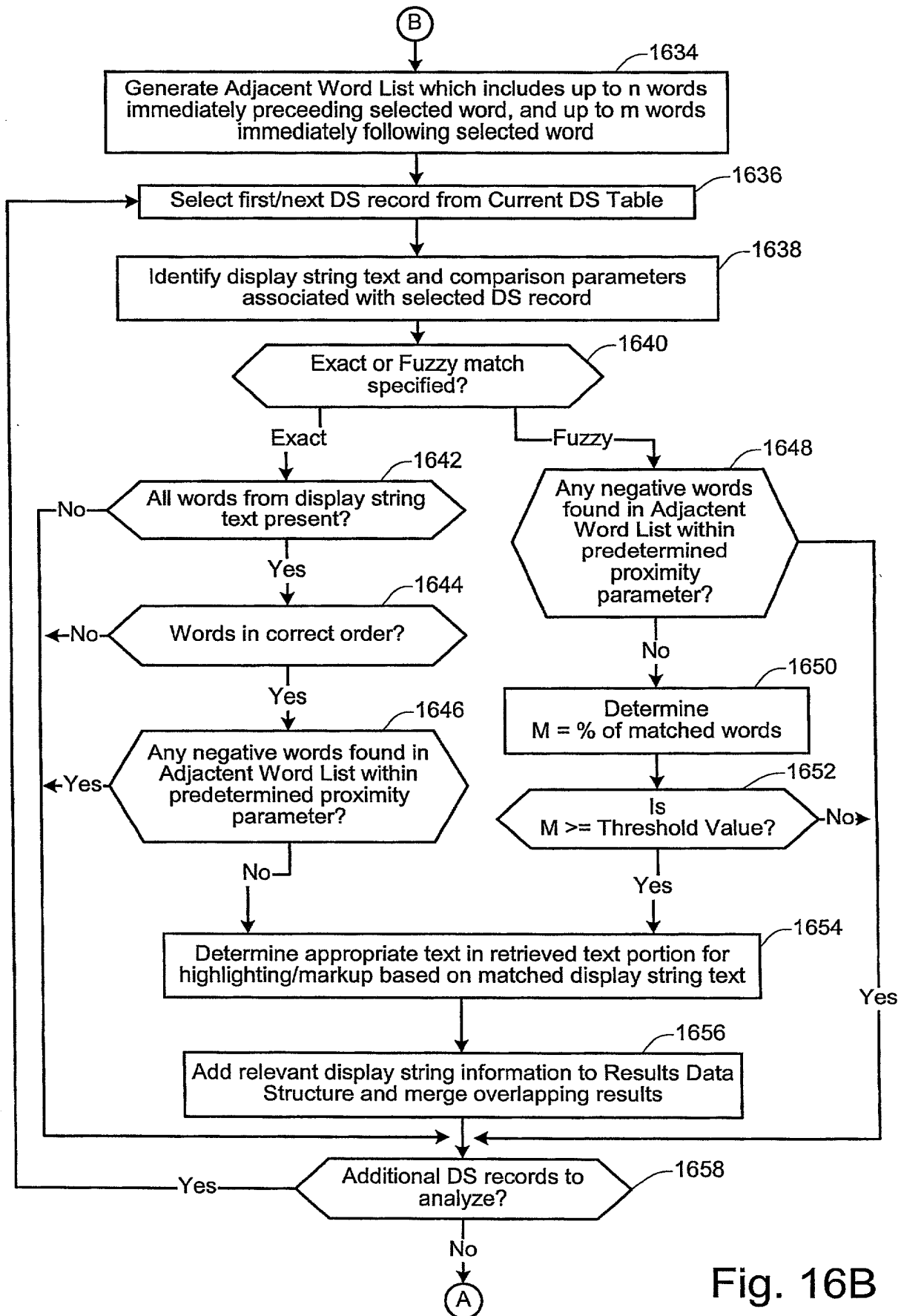


Fig. 16B

I	1
used	3
my	8
credit	11
card	18
today	23

Fig. 17A

1710

1712 1714

credit	card
x	x

Fig. 17B

1720

credit	check
x	

Fig. 17C

1730

credit	card	APR
x	x	

Fig. 17D

1740

4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770 Fig. 17E

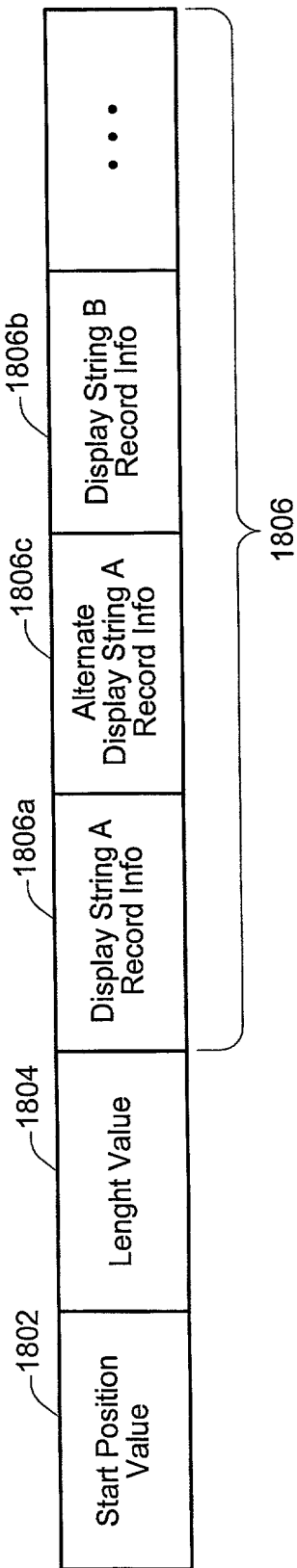


Fig. 18

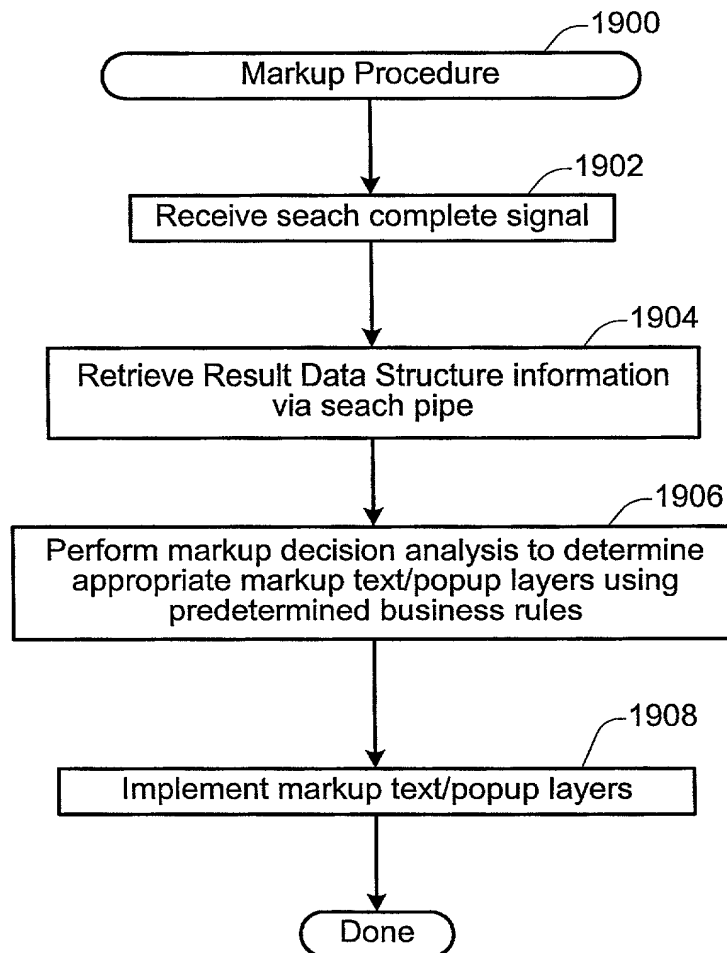
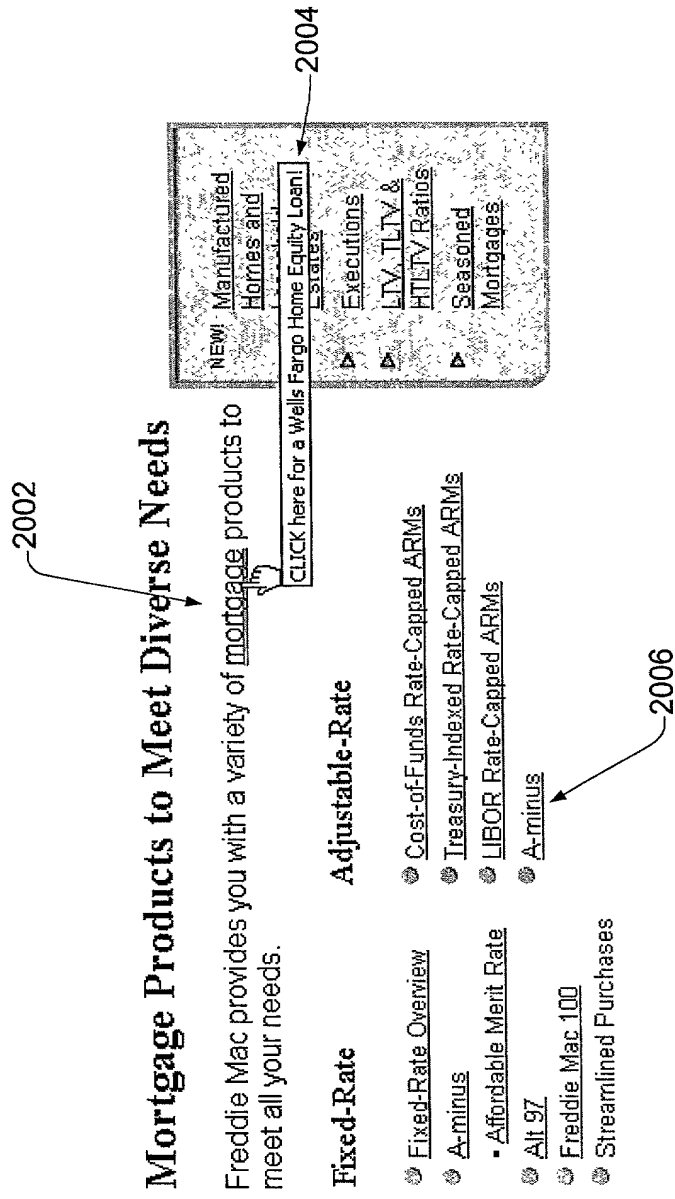


Fig. 19



2000 Fig. 20

Searched the web for **online gamb**

The no.1 online casino - click
www.Casino-On-Net.com Play

Online Gambling Casino Games
www.romancasino.com

Online Sports Betting and Internet Casino - OasisCasino.com!
 Click to **PLAY Games for FREE** at iWin!

no games!
bonus when you play for real money.
FREE and REAL Bonus Tokens
Rewards and Gift Certificates! Don't miss out on the fun!

2202

2204a

2204b

2200 Fig. 21

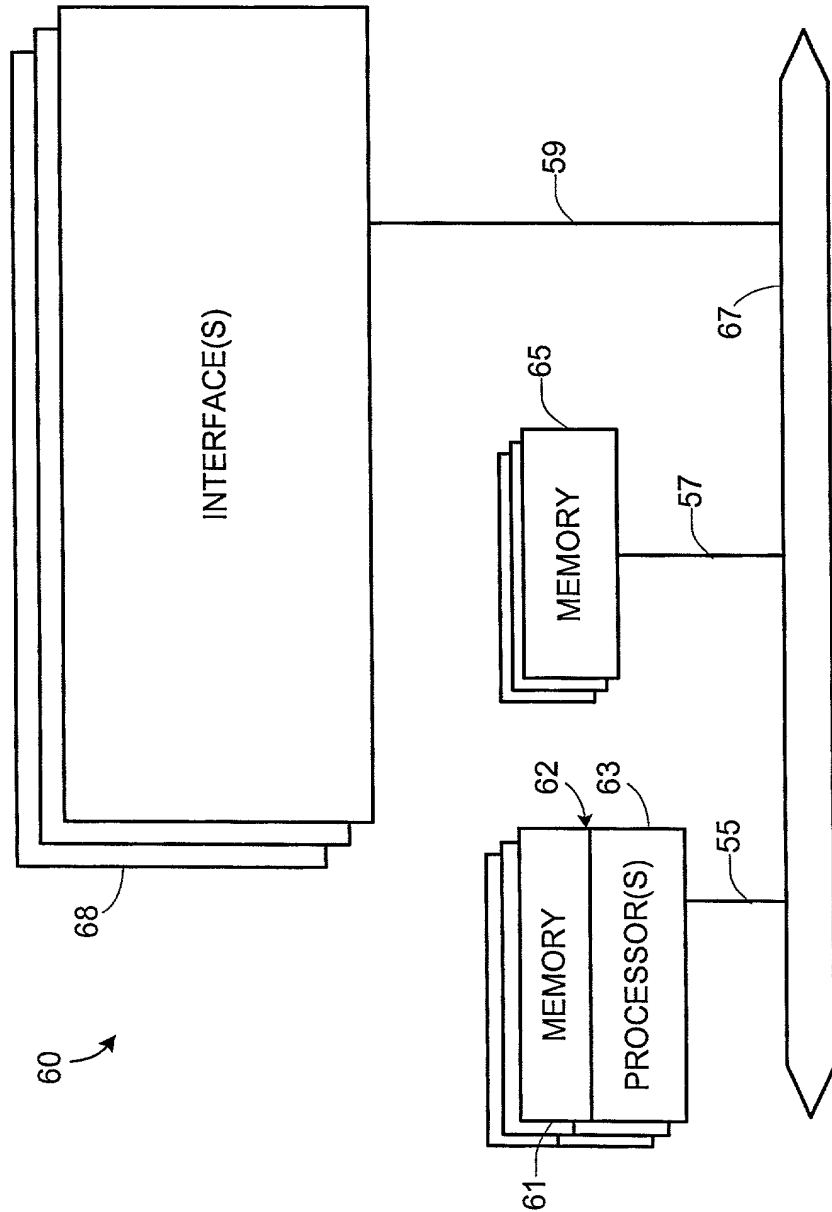


Fig. 22

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.70	0.793	0.925	0.93	0.999	0.944	0.90	1.045	0.946	0.94	1.113	1.760
Automotive	0.90	0.937	1.098	1.00	1.116	1.089	1.01	1.091	0.988	0.97	0.905	0.868
Computers & Electronics	0.97	0.909	0.980	0.87	0.931	0.928	0.93	1.000	0.948	0.91	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Books	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Ent & Life	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Magazines	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Matchmaking	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Music	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.70	0.771	0.912	0.92	0.963	0.902	0.85	0.963	0.905	0.93	1.230	1.936
Entertainment: Video	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.95	0.903	1.002	0.97	1.030	1.015	1.03	1.019	0.989	0.97	1.001	1.113
Home & Family: Home	0.82	0.810	0.977	1.06	1.198	1.112	1.03	1.067	0.998	1.03	0.953	0.896
Home & Family: Pets	0.70	0.771	0.912	0.92	0.963	0.902	0.85	0.963	0.905	0.93	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.77	0.807	0.921	0.94	1.000	0.965	0.92	0.985	0.915	0.95	1.170	1.631
Sports												
Sports: Sportsgear	0.88	0.802	0.927	0.86	0.925	0.952	0.90	1.021	0.950	0.87	1.077	1.826
Telecom												
Travel												

Fig. 23

705230" T 254660

3000

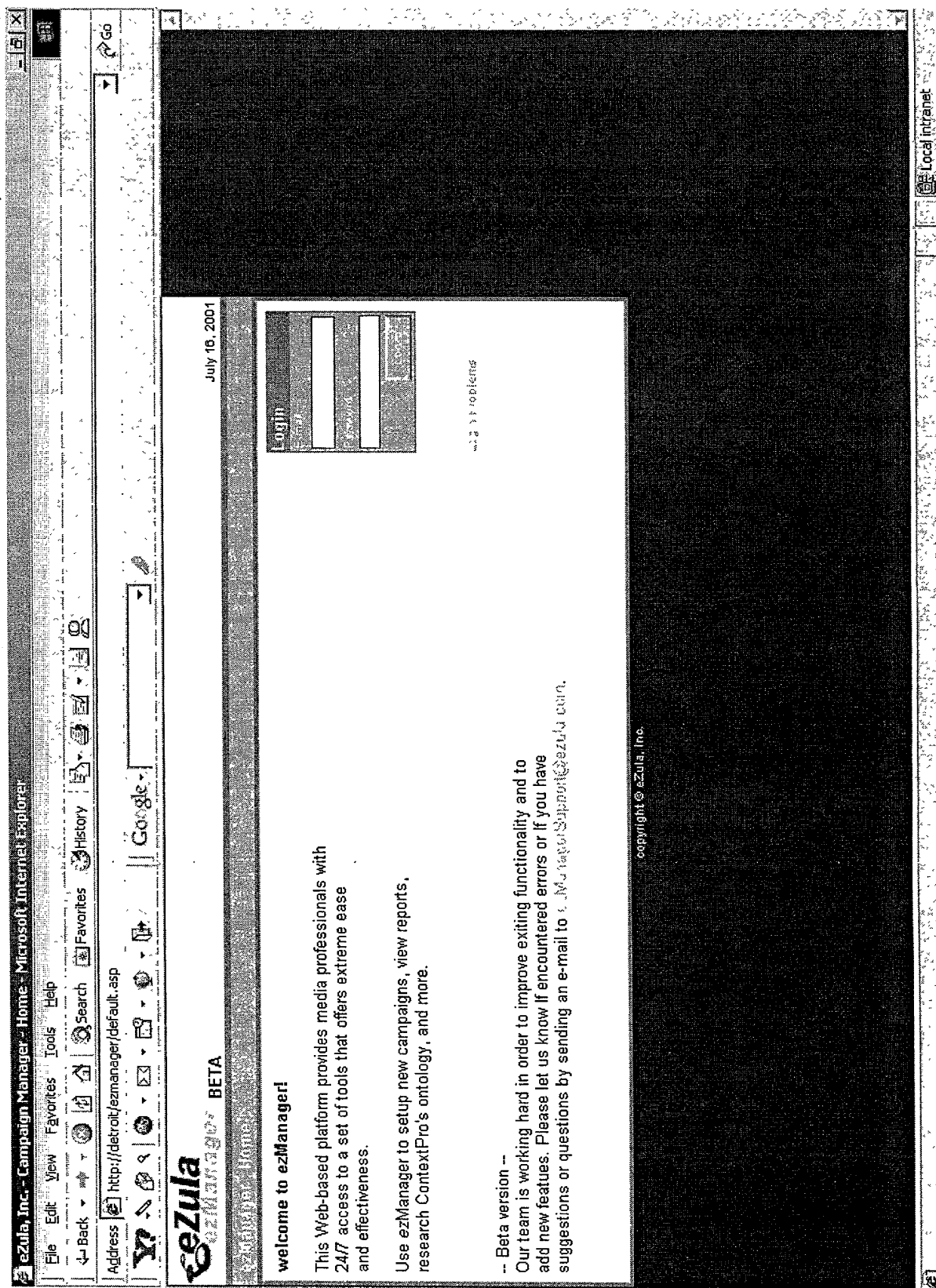
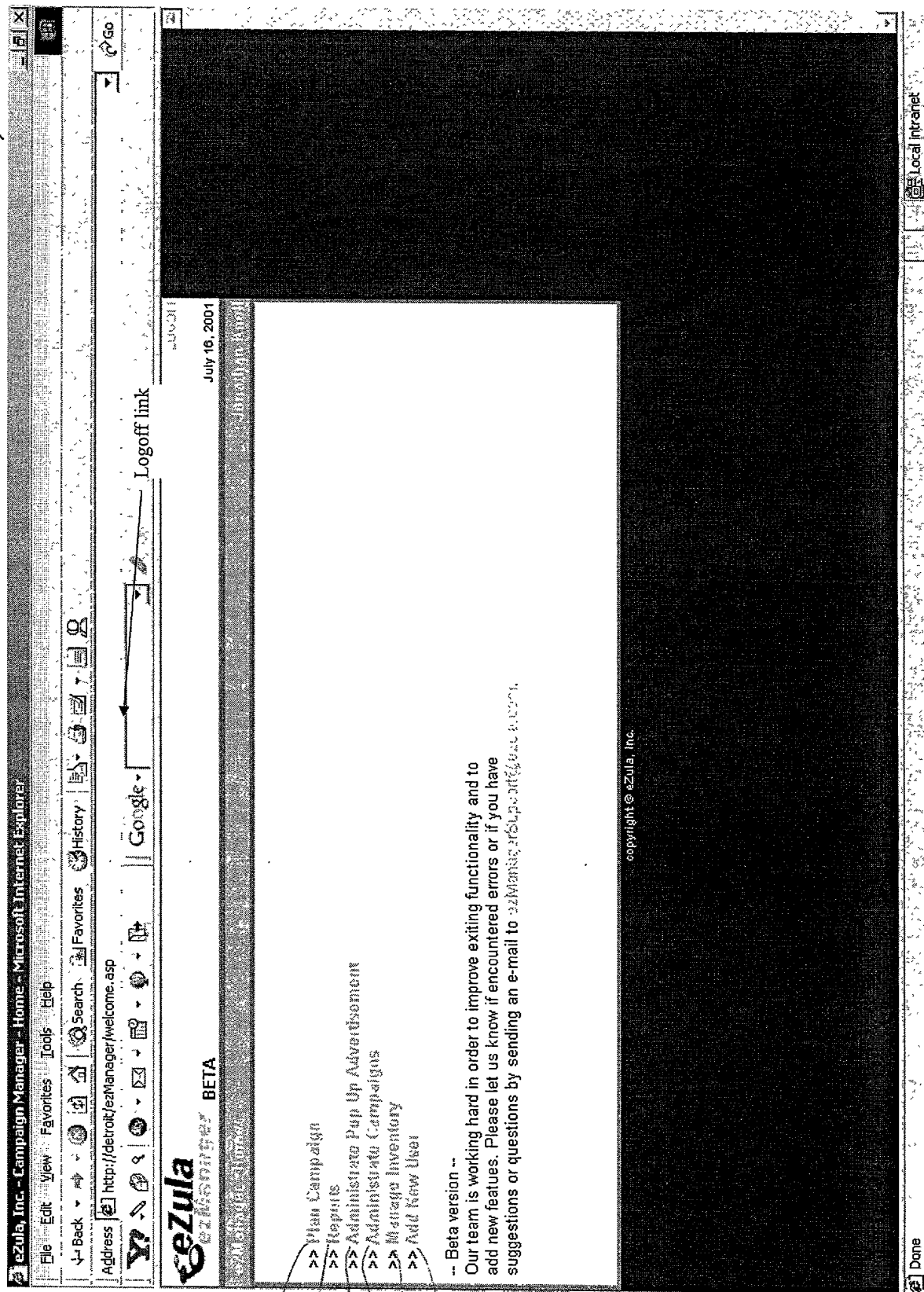


Fig. 24A

3001



3002
3003
3004
3005
3006
3007

Fig. 24B

3008

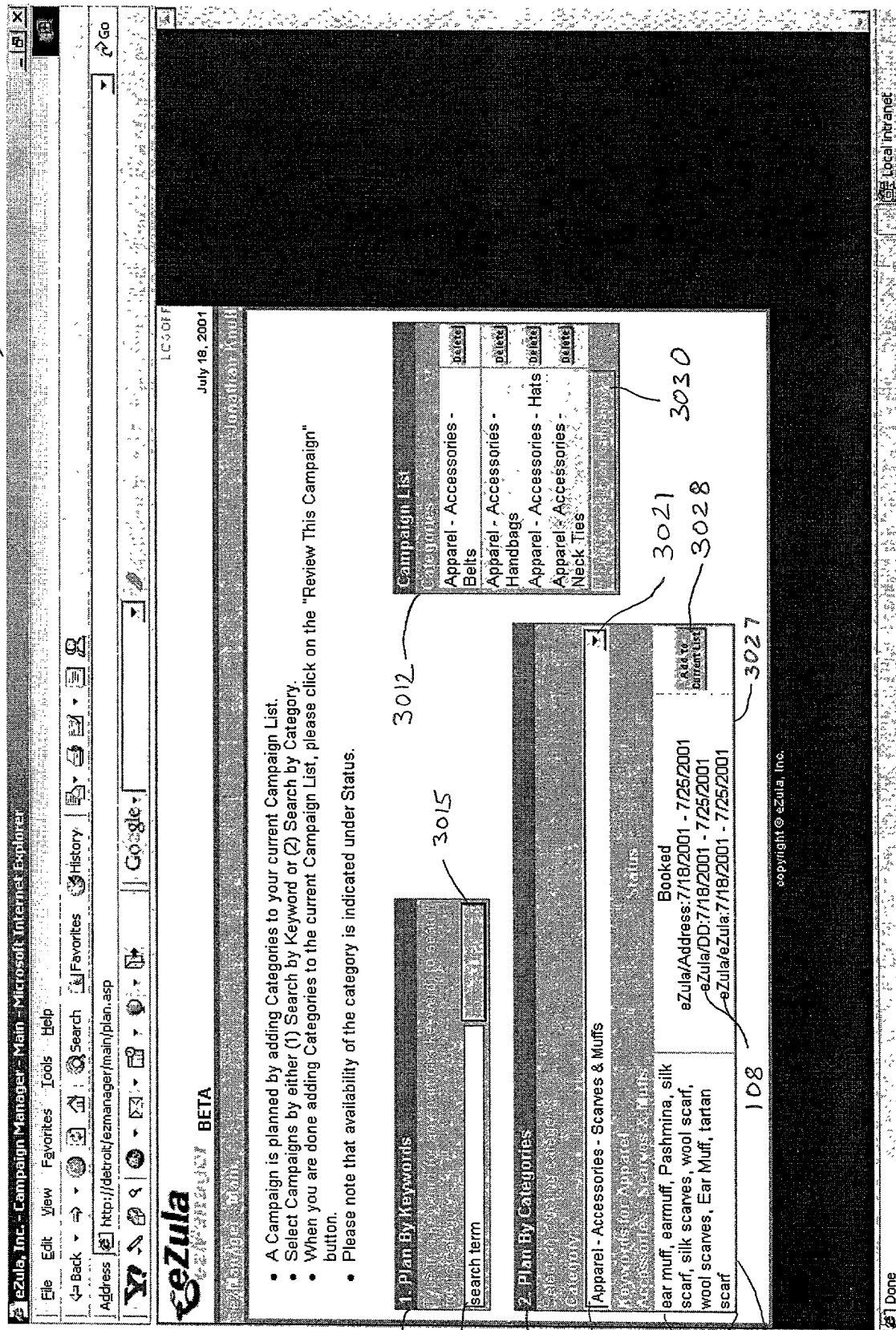


Fig. 24C

3016

ezula, Inc. - Campaign Manager - Search Results - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://detroit/ezManager/Main/SearchResults.asp?SearchString=clothing

ezula **ezManager** BETA

July 2, 2001

Search results for: clothing

Days 7 Total 364

Categories

Babylon:14, Imesh:0, LingoWare:59, Sum: 73

Apparel

Active Wear, Activewear, Boys Apparel, Boy's Apparel, Cardigan Sweater, Careerwear, Casualwear, Clothing, clothing Company, crew neck, Dresswear, Girls Apparel, Girl's Apparel, Khakis, Knit Shirt, Mens Apparel, Men's Apparel, New Clothes, Turtleneck, Twinset, VNeck Sweater, Womens Apparel, Women's Apparel

Babylon:4, Imesh:42, LingoWare:6, Sum: 52

Apparel - Hawaiian

Aloha Shirt, Hawaiian Clothes, Hawaiian clothing, Hawaiian Shirt, Straw Hat

Babylon:39, Imesh:11, LingoWare:27, Sum: 77

Apparel - Work Clothes and Uniforms

Uniforms, Work Clothes, Work clothing

Booked 6/27/2001 - 7/4/2001

In Current List

Booked 6/27/2001 - 7/4/2001

Copyright © ezula, Inc.

Done Local intranet

3013

3016

3017

Fig. 24D

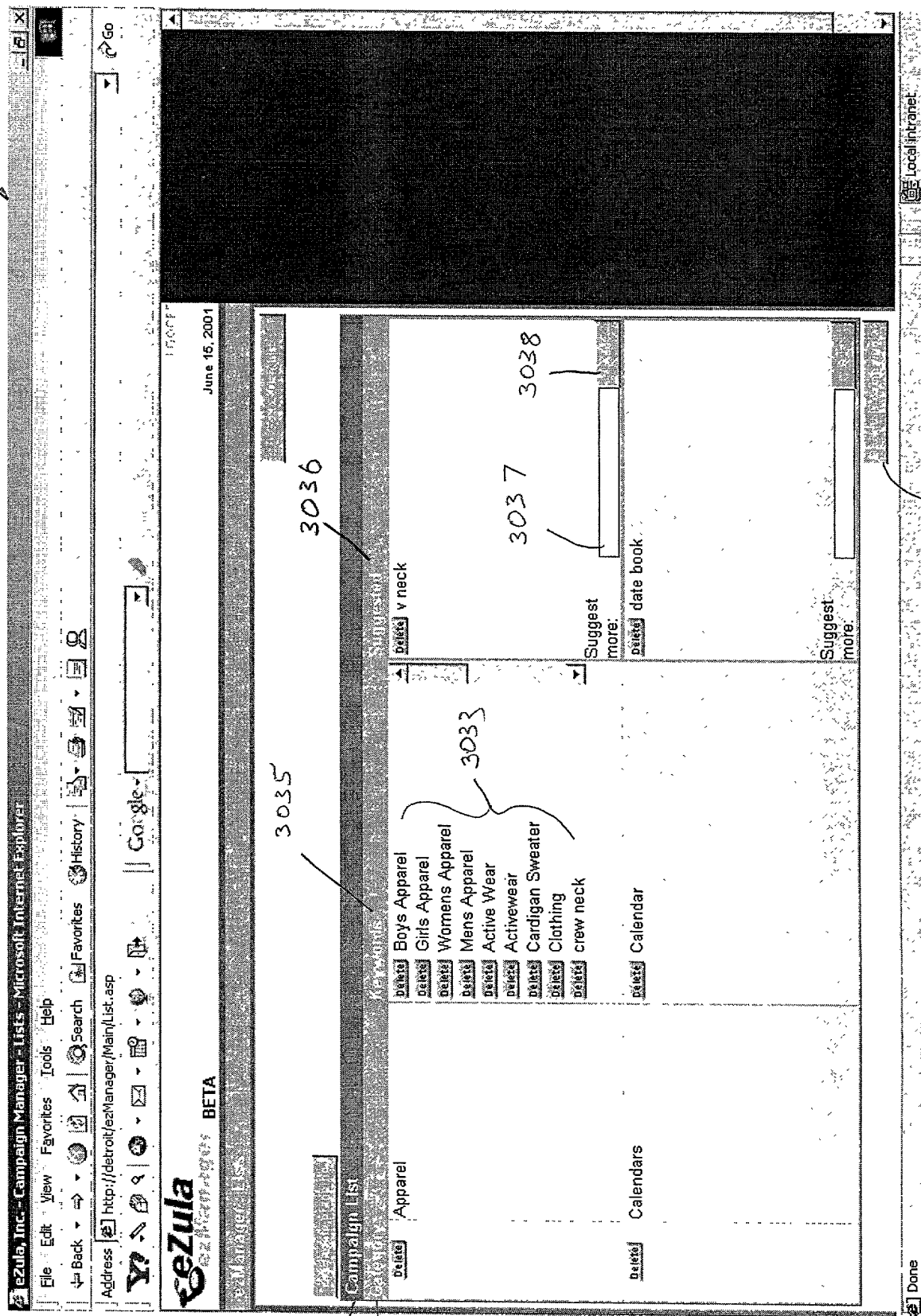


Fig. 24E

TOE230" T2SE4650

3041

ezZula, Inc. - Campaign Manager - Book-a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search History Favorites

Address http://detroit/ezManager/Main/Book.asp

Google

ezZula BETA

July 2, 2001

Local Intranet

Campaign Properties

3042

- Please enter the Title and URL destination for each category, then press 'update'.
- If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3043

Categories	Destination Title	Destination URL
Apparel - Accessories	Ear Muffs, Pashmina, silk scarf, silk scarves	http://
Apparel - Hawaiian	Aloha Shirt, Hawaiian Clothing, Hawaiian Clothes	http://
Apparel - Work and Uniforms	Work Clothing, Uniforms, Work Clothes	http://
Art - Galleries	Art Collecting, antique collecting, art galleries, art gallery, fine art, Impressionist Art, Lithographs, art	http://

3044

3045

3046

3047

3048

3049

3050

copyright © ezZula, Inc.

Done

Fig. 24F

TELECOM "T" 254650

3055

ezula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search History Favorites

Address http://detroit.ezManager/Main/Book.asp#1071

Google

Done Local intranet

Book a Campaign

Keywords

Destination Title

Destination URL

Apparel - Necktie, Neck Tie, Accessories bow tie, bowtie, Neck Ties power tie, tie pin, tiepin

Neck Ties (maximum 255 characters) 3046

http://www.neckties.com/ (maximum 255 characters) 3047

Campaign Properties

Your Campaign Name

Begin (at least 2 hours from now)

End Date

Number of Clicks

CFO

Name

Partner

Agency

Advertiser

Publisher

Campaign Notes

July 20 2001

July 27 2001

10000

☐ ☐ ☐ ☐

Jonathan Knoll

☒ ezula

The Agency

The Advertiser

☒ ezula ☐ DD 3060

☒ Web3K ☒ KaZaA ☐ eAccel

☐ Restricted Publishers

☐ Restricted Sites (including advertiser's)

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3045

3053

3056

3057

3062

copyright © ezula, Inc.

Fig. 24G

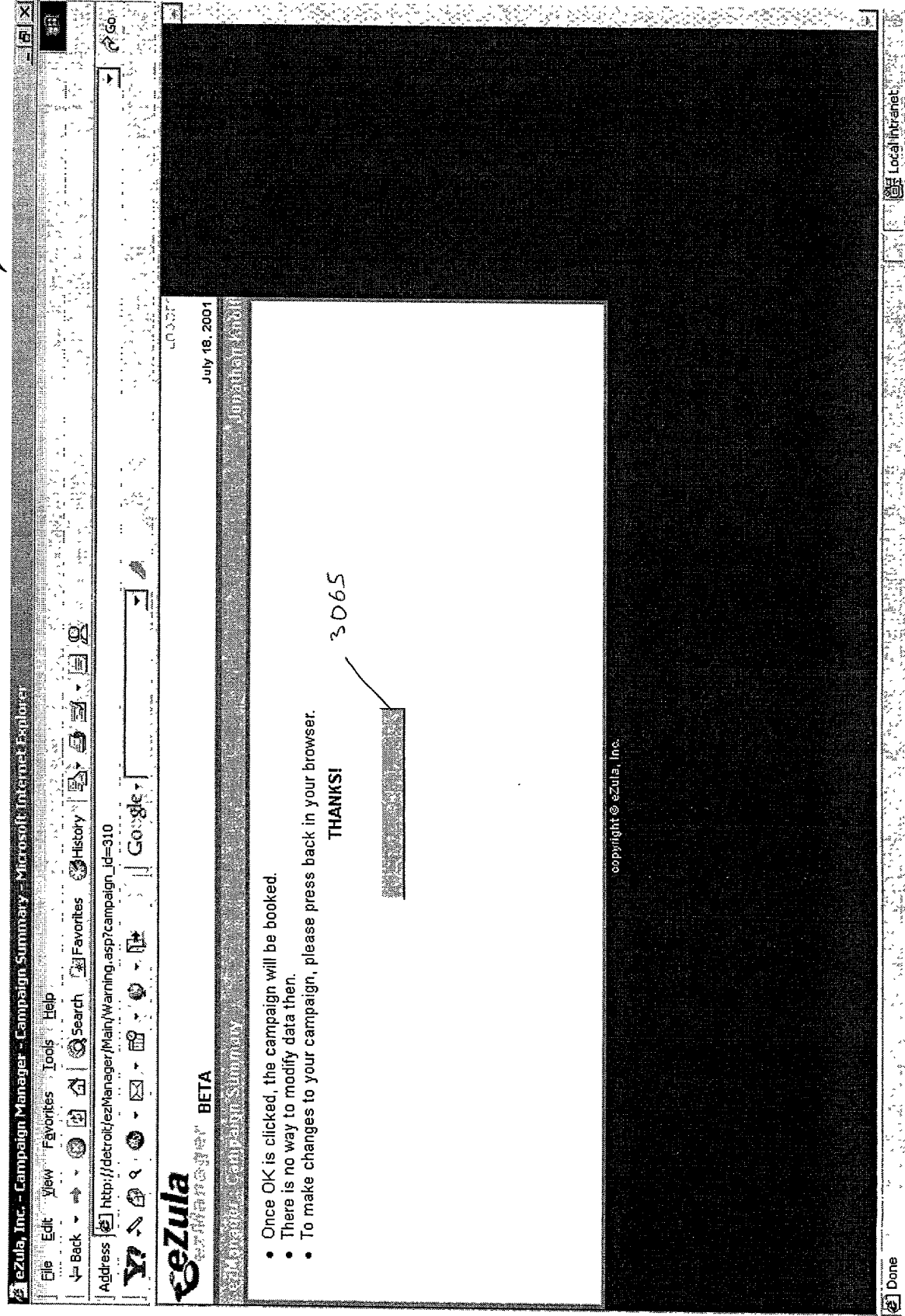


Fig. 24H

3066

ezula, Inc. - Campaign Manager - Campaign Summary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search History Favorites

Address http://detroit/ezmanager/main/summary.asp?campaign_id=310&book=8&kw=1083&keywords=View+Keywords

Google

Go

ezula

BETA

LOGOUT July 18, 2001 Jonathan Knoll

Campaign Summary

Campaign Summary for Campaign #310: Your Campaign Name

Campaign Manager	Jonathan Knoll
Partners	ezula
Publisher	DD, Web3K, KaZaA, eAccel
Agency	The Agency
Advertiser	The Advertiser
Begin Date	7/19/2001
End Date	7/26/2001
Duration	7 days
CPC	0.6
Number of Clicks	10000
Notes	- Restricted Publishers - Restricted Sites (including advertisers)

Category Information

Category	Calendars
Booked For	DD, eAccel, KaZaA, Web3K
Category	Computing - Downloads - IM
Booked For	Address, DD, eAccel, ezula, KaZaA, Web3K

Book Campaign

Your campaign has been booked!

Keyword List

Calendar
april*
august*
december*
february*
july*
june*
march*
may*
november*
october*
september*

Done

copyright © ezula, Inc.

3067

3068

Fig. 241

ezula, Inc. - Campaign Manager - Book a Campaign - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search History Favorites

Address http://detroit/ezManager/main/Book2.asp?campaign_id=54

Google

ezula

ezManager BETA

July 2, 2001

The Requested Time of this Campaign conflicts with another campaign for the following Categories.

3071

Conflicting Categories: 7/3/2001 - 7/10/2001

Category	Product	Booked Date	Action
Apparel - Accessories Sunglasses - 1047	Cydoor/Babylon	6/27/2001 - 7/4/2001	Delete From List
Apparel - Accessories Sunglasses - 1047	Cydoor/Imesh	6/27/2001 - 7/4/2001	Delete From List
Apparel - Accessories Sunglasses - 1047	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Delete From List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Babylon	6/27/2001 - 7/4/2001	Add to Wish List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Imesh	6/27/2001 - 7/4/2001	Add to Wish List
Apparel - Work Clothes and Uniforms - 1053	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Add to Wish List

Please select between the following options:

3070

1. Delete category from this campaign for conflicting publishers.
2. Delete category from this campaign for conflicting publishers, and add to Wish List.
3. Go back and modify Campaign Properties (some information will be lost).

3072

Done

Local intranet

Fig. 24J

FOUO "T25E450

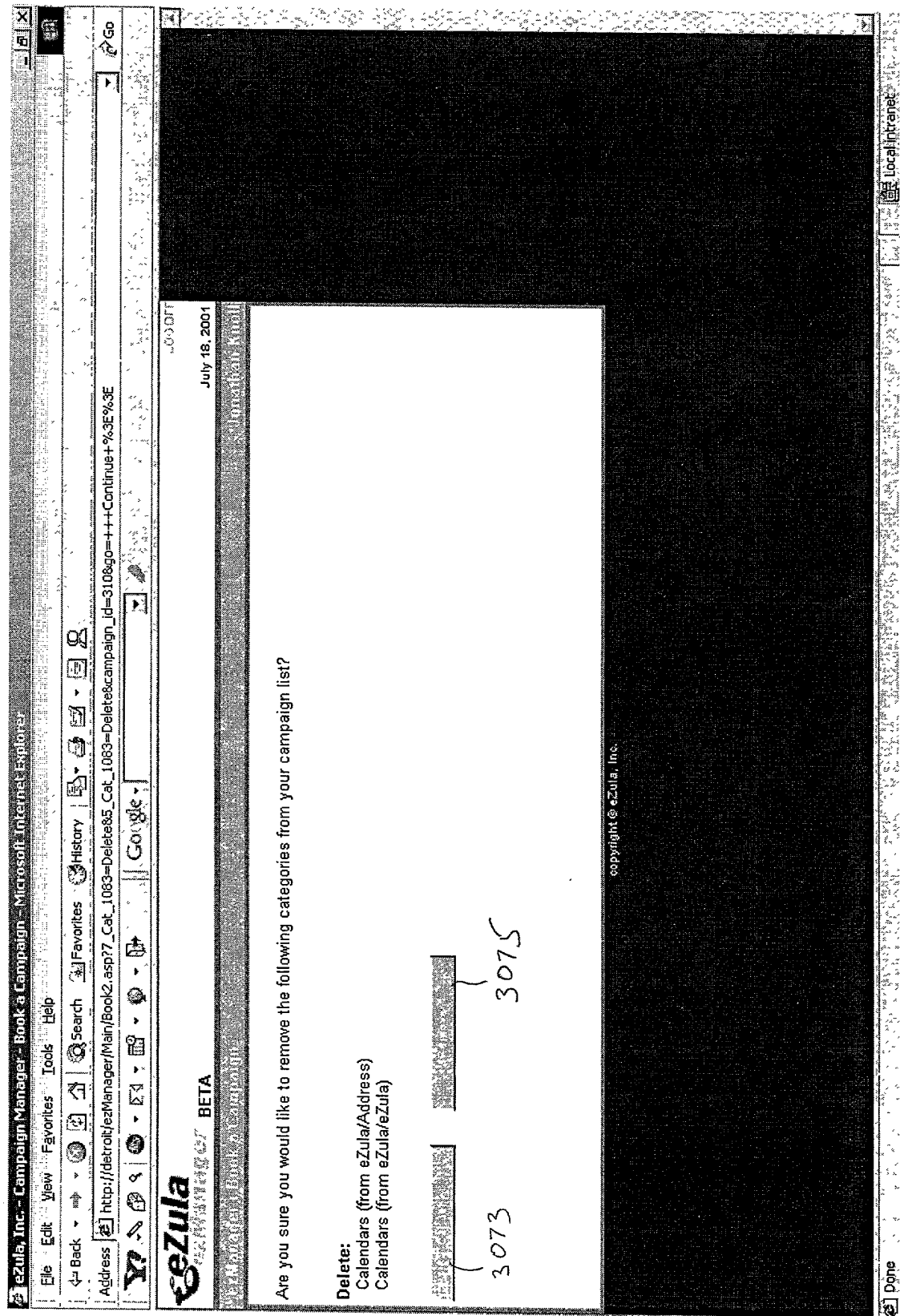


Fig. 24K

Status Indicator. Indicates the current status of the campaign.
The Status be the following:
1. Locked
2. Editable & Uploadable
3. Commit Pending
4. Commit Pending II

Campaign Name

Date and time of last changes to the campaign.

Status	Campaigns	Last Modified	Active Publishers	Initial Upload
4002	Affiliates general public	2001-06-29 16:37:12		2001-07-11 01:11:51
	BMG0605 public	2001-06-29 16:37:44	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-19 01:03:09
	Webroot 1 public	2001-06-29 16:38:09		2001-07-03 15:32:44
	VirtualVegas0518 public	2001-06-29 16:38:28	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-19 01:03:10
	Furniture Find public	2001-06-29 16:38:59		2001-07-19 01:03:09
	Consumer Info 1 public	2001-06-29 16:39:43	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-11 01:05:45
	Heartland0530 public	2001-06-29 16:40:05		2001-07-04 00:21:50
	Kazaa0620 public	2001-06-29 16:40:27	eZula, Address, DD, Juno, AllShack, Web3K, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-11 01:05:45
	HomeGain0626 public	2001-06-29 16:40:58	Address, DD, eAccel	2001-07-20 00:17:20
	Webroot0701	2001-06-30 16:52:48		2001-07-10 00:20:49
	CreditCardSearchEngine0626	2001-07-02 20:43:11	Address, Juno, AllShack, Web3K, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel	2001-07-13 00:34:22
	InvoiceDealers0706	2001-07-06 20:23:49	eZula, Address, DD, Web3K, eAccel	2001-07-20 00:19:13
	Short Affiliates General	2001-07-06 20:25:34	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, Lingoware, Babylon, Goodsol, eAccel, NetCaptor	2001-07-20 18:35:35

4000

4006

4003

4001

4002

108

Fig. 25A

The active Publishers for this Campaign. This means that the listed publisher's client applications are currently running this Campaign.

Initial Upload and processing time. This is the time when the Campaign actually started.

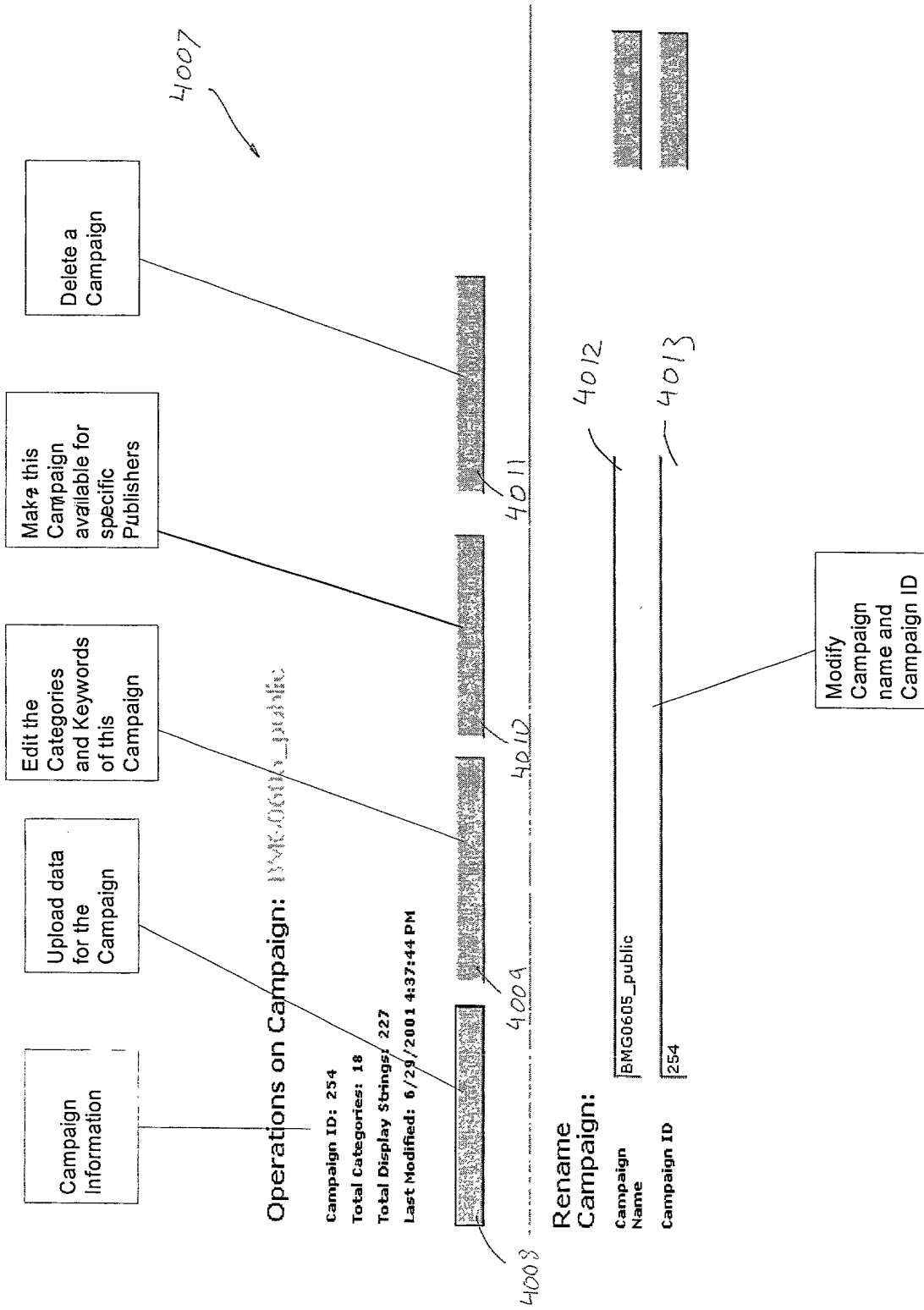


Fig. 25B

Category name and the destination site

Limit its per page for words from this category

Priority to follow for words from this category

4018

4020

4021

4022

4023

4025

Category: Music - Styles Classical

Current Site: www.bmgmusicSERVICE.com

EDIT

Limit per page: 3

Priority: 100

Site: To change: select a new site from the list
Sites:

Select Site from list or add new Site

OR

Add a new site (http://www.site.com)

Site logic:

Unchecked: This category will NOT show in this site
Checked: This category will ONLY show in this site

Site Logic - show or do not show this category on the specified site(s)

Fig. 25D

Add new keywords for the specified category

Keyword (Display String)

Add new Display Strings for Category : Music - Styles Classical

4030

4037

4035

4036

4038

4040

4041

Display String

Title

URL

Select an existing title from this list.

- Select a title -

-OR-

If the desired title is not currently in the list, type in a new title.

http://

Title - the text message that appears on hover

URL destination upon click

Fig. 25F

Manage properties for this specific keyword

Current title

Change Title

4042

4045

Edit Display String Properties

Display String: Sade

Current Title: CLICK for POP music at the BMG Music Club!

Edit

Change to another title of this campaign.

— Select a title —

OR

Change current title

CLICK for POP music at the BMG Music Club!

URL: <http://service.bfast.com/bfast/click?bfmid=20904140&siteid=37072668&bfpag=pop>

Negatives:

\$CPC: 0.2

Append: Check to append the Title to the Display String (like Sade @ [TITLE])

4050

Manage destination URL

Check for Append - this will append the title in the specified format

Add Negatives in order to fine tune the context of the word within the surrounding text.

CPC - Cost per click

4043

4046

4048

4047

Fig. 25G

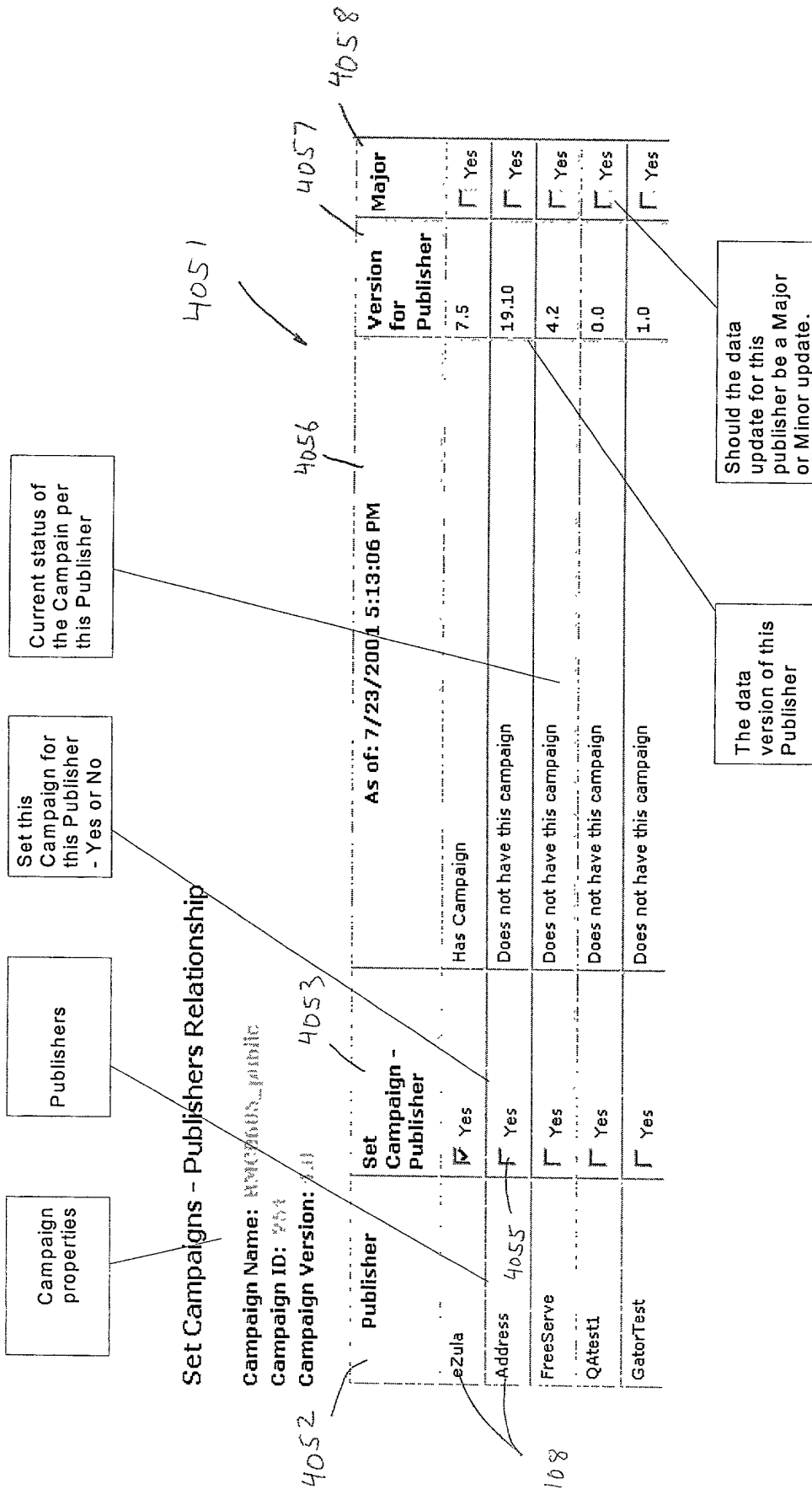


Fig. 25H

Categories File

Data File

Campaign Name

Campaign version

Please use the following wizard in order to add to your current or new campaigns. All files must follow the default format that was established for you according to your specifications. If any changes are desired, please contact us.

Campaign: BMIG005_public

Campaign update version: 4.0

Select Display Strings file: Browse...

Select Categories file: Browse...

Please note that we only support text files (.txt) currently. Excel support will be added in the next few weeks.

Settings:

Load Type:

☒ Entire Set

The Data file includes both existing and new records. If not in this file, it will be deleted.

☐ New & Updated Records

The Data in the file is new records only. This data will be added to your already existing records on the server.

Fig. 25

Domain name	Select for deletion
The restrict sites list is a list of sites where the eZula markups will not take place. Once you add or delete to this list the changes will be propagated to the client applications.	
Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input type="checkbox"/>
betcbs.com	<input type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnip.com	<input type="checkbox"/>

Fig. 25J